

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) An apparatus for hyperlinking specific words in content to ~~[[turn]]~~ convert the words into advertisements, comprising:
 - an Internet-enabled web browsing device connected to the Internet;
 - a content provider server having content files to be displayed on web browsers, said content provider server being connected to the Internet;
 - an advertiser web page accessible over the Internet; and
 - an ad server connected to the Internet, wherein the ad server provides means for providing a hypertext anchor to an advertiser-chosen word or phrase present in a content file to link said advertiser-chosen word or phrase to said advertiser web page.
2. (Original) The apparatus of claim 1, wherein said means for providing a hypertext anchor to an advertiser-chosen word or phrase in said content file is an altered version of said content file uploaded over said content file on said content provider server, said altered version being identical to said content file with the exception of HTML coding to provide said hypertext anchor.
3. (Original) The apparatus of claim 1, wherein said means for providing a hypertext anchor to an advertiser-chosen word or phrase in said content file is a script

to be run on said content provider server to overwrite the existing HTML of said content file with altered HTML including coding to provide said hypertext anchor.

4. (Original) The apparatus of claim 1, wherein said means for providing a hypertext anchor to an advertiser-chosen word or phrase in said content file is a means associated with said ad server to determine which words to hyperlink when referenced by coding in said content file.

5. (Original) The apparatus of claim 4, wherein said means associated with said ad server to determine which words to hyperlink when referenced by coding in said content file comprises:

decisioning logic; and

a database associating an advertiser-chosen word or phrase with a destination URL pointing to said advertiser web page.

6. (Original) The apparatus of claim 1, wherein said means for providing a hypertext anchor to an advertiser-chosen word or phrase in said content file is an altered version of said content file stored on said ad server and served by said ad server in response to content provider server redirection of requests, said altered version including HTML coding to provide said hypertext anchor.

7. (Original) The apparatus of claim 6, wherein said altered version further includes coding to display a content provider URL in a browser window of said Internet-enabled web browsing device.

8. (Original) The apparatus of claim 1, further comprising means to link to said advertiser web page using a tracking URL.

9. (Currently Amended) A method for hyperlinking specific words in content to ~~[[turn]]~~ convert the words into advertisements, comprising:

connecting a content provider server to the Internet, said content provider server having content files to be displayed via web browsers;

providing an advertiser web page so as to be accessible over the Internet; and

connecting an ad server to the Internet, wherein the ad server provides a hypertext anchor to an advertiser-chosen word or phrase present in a content file to link an Internet-enabled web browsing device connected to the Internet to said advertiser web page.

10. (Original) The method of claim 9, wherein the ad server provides a hypertext anchor to an advertiser-chosen word or phrase in said content file by:

searching said content file for an advertiser-chosen word or phrase;

altering the HTML of said content file with HTML coding to provide said hypertext anchor to produce an altered version; and

uploading the altered version over said content file on said content provider server.

11. (Original) The method of claim 9, wherein the ad server provides a hypertext anchor to an advertiser-chosen word or phrase in said content file by supplying a script to be run on said content provider server to overwrite the existing HTML of said content file with altered HTML including coding to provide said hypertext anchor.

12. (Original) The method of claim 9, wherein said content file includes coding and the ad server provides a hypertext anchor to an advertiser-chosen word or phrase in said content file by determining which words to hyperlink when referenced by said coding in said content file.

13. (Original) The method of claim 9, wherein the ad server provides a hypertext anchor to an advertiser-chosen word or phrase in said content file by:

downloading said content file;
creating an altered version of said content file including HTML coding to provide said hypertext anchor; and
storing said altered version on said ad server;
wherein said content provider server redirects requests for said content file to said ad server; and
said ad server serves said altered version.

14. (Original) The method of claim 13, wherein said ad server employs frames so as to display a content provider URL in a browser window of said Internet-enabled web browsing device.

15. (Original) The method of claim 13, wherein said ad server employs coding to display a content provider URL in a browser window of said Internet-enabled web browsing device.

16. (Original) The method of claim 9, further comprising linking to said advertiser web page using a tracking URL.

17. (Currently Amended) A method for advertising by hyperlinking specific words in content to ~~[[turn]]~~ convert the words into advertisements, comprising:
altering the HTML coding of content for an Internet-displayed file to include a hypertext anchor on an advertiser-chosen word or phrase present in the content to link to an advertiser web page; and
receiving compensation from said advertiser.

18. (Original) The method of claim 17, further comprising compensating at least one of a provider of said content of said Internet-displayed file and an entity that selects said hypertext anchor.

19. (Original) The method of claim 18, further comprising compensating on a basis selected from the group consisting of flat rate per ad, flat rate per site, impressions, clicks, and conversions.

20. (Original) The method of claim 17, further comprising linking to said advertiser web page using a tracking URL.

21. (Currently Amended) An apparatus for hyperlinking specific words displayed in an application to [[turn]] convert the words into advertisements, comprising:

- an Internet-enabled device connected to the Internet;
- an HTTP-enabled software application operating on said device;
- a source for text-containing files to be viewed in said software application;
- an advertiser file accessible over the Internet; and
- an ad server connected to the Internet, wherein the ad server provides means for providing a hypertext anchor to an advertiser chosen word or phrase present in said text-containing file to link said advertiser-chosen word or phrase to said advertiser file.

22. (Original) The apparatus of claim 21, wherein said means for providing a hypertext anchor to an advertiser-chosen word or phrase in said text-containing file is a script to be run on said device to provide said hypertext anchor.

23. (Original) The apparatus of claim 21, further comprising means to link to said advertiser file using a tracking URL.

24. (Currently Amended) A method for hyperlinking specific words in text-containing files to [[turn]] convert the words into advertisements, comprising:

- providing an Internet-enabled device with an HTTP-enabled software application;
- providing said text-containing file to be viewed by said software application;
- providing an advertiser file so as to be accessible over the Internet; and
- connecting an ad server to the Internet, wherein the ad server provides a hypertext anchor to an advertiser-chosen word or phrase present in said text-containing file to link said Internet-enabled device to said advertiser file.

25. (Original) The method of claim 24, wherein the ad server provides a hypertext anchor to an advertiser-chosen word or phrase in said content file by supplying a script to be run on said device to provide said hypertext anchor.

26. (Original) The method of claim 24, further comprising linking to said advertiser file using a tracking URL.

27. (Currently Amended) A method for advertising by hyperlinking specific words in documents to [[turn]] convert the words into advertisements, comprising:

- viewing a document with a software application;

altering the document file with software to include a hypertext anchor on an advertiser-chosen word or phrase present in the document file to link to an advertiser document; and

receiving compensation from said advertiser.

28. (Original) The method of claim 27, further comprising compensating an entity that selects said hypertext anchor.

29. (Original) The method of claim 28, further comprising compensating on a basis selected from the group consisting of flat rate per ad, flat rate per software application, impressions, clicks, and conversions.

30. (Original) The method of claim 27, further comprising linking to said advertiser document using a tracking URL.

31. (New) A method of advertising by hyperlinking a specific word or phrase in content to convert the word or phrase into an advertisement, comprising:

providing a hypertext anchor to turn an advertiser-chosen word or phrase in a content file into a hyperlink that links the advertiser-chosen word or phrase to an advertiser web page; and

displaying a description of the advertiser web page when a mouse pointer is positioned over the hyperlink.

32. (New) The method of claim 31, further comprising charging the advertiser a fee when the hyperlink is clicked.